

THE HOLLYWOOD REPORTER®

a BPI publication

Wednesday, December 1, 1993

95¢ (California) \$1.50 (Elsewhere)

NBC gobbling with glee after first win of season

By Lisa de Moraes

NBC had much to be thankful for on Thanksgiving Day. Nearly 61 million people tuned in to all or part of the peacock's turkey-day telecast of "Home Alone," catapulting the network to its first weekly win of the season, in a tie with CBS.

Meanwhile, CBS was assured a

November sweeps victory as "Reckless Youth" proved a reckless sweeps stunt for ABC. Replacing ratings-getters "Coach" and "NYPD Blue" on Tuesday with Part 2 of the JFK miniseries cost ABC its usual Tuesday win and with it went any shot at the November sweeps that ABC might have had.

Only three-tenths of a ratings point separated NBC (12.1 rating/20 share), CBS (12.1/20) and ABC (11.8/20) in the hotly contested sweeps week.

FBC garnered a 7.6/12 for the 15 hours of primetime it programmed, according to A.C. Nielsen Co. numbers out Tuesday.

NBC's win was its first since the week of June 14, which was achieved with the NBA playoffs. The network won the week among adults ages 18-49. CBS' weekly win was its 10th of the season.

"Home Alone" (No. 3, 19.1/36)

See TV RATINGS on page 30

The Hollywood Reporter

TV ratings

Continued from page 1—

— the highest-rated longform of the week — garnered the highest share of any movie this season and the second-highest share of a theatrical airing on the networks in at least seven seasons. (NBC's telecast of "Fried Green Tomatoes" did a 38 share on May 2.)

"Home Alone" bested CBS' two Thanksgiving telecasts of "E.T. the Extra-Terrestrial." The theatrical did a 12.7/25 in 1992 and an 18.4/34 in 1991.

In the weekly rankings, "Home Alone" was topped by CBS' "60 Minutes" (21.4/32), which was No. 1 for the fifth time this season, and ABC's "Home Improvement" (19.6/31).

NBC landed a second longform, Sunday's "Bonanza: The Return" (No. 6, 17.6/26), in the top 10. "Bonanza" was edged in the Sunday race by ABC's Oprah Winfrey starrer "There Are No Children Here" (No. 5, 17.8/26); both handily beat CBS' Sunday movie, "Indiana Jones and the Last Crusade" (No. 21, 13.2/21).

Also among the top 10 were

ABC's "Roseanne" (No. 4, 18.1/28) and CBS' "Murder, She Wrote" (No. 7, 17.5/25) — posting its second-highest rating of the season. "Murphy Brown" (No. 8, 15.1/22), ABC's "Grace Under Fire" (No. 9, 15.0/24) and CBS' "Dr. Quinn, Medicine Woman" (14.7/25) — also garnering its second-highest rating of the season — also made the week's elite.

CBS held onto its sweeps lead, which it had assumed the previous week when ABC started stumbling with Part 1 of "Reckless Youth."

As of last Sunday, ABC trailed CBS in the very tight sweeps period household-wise, 12.5/20 to 13.0/21. NBC, at 11.9/19, was No. 3 in the household sweeps, but is

virtually tied with ABC for first place in key young demos. In households, NBC and CBS are up 3% compared with last November's sweeps. ABC, which had started the sweeps strong, was as of Sunday down 5% compared with last November. (FBC's sweeps 7.6/12 was down 7% relative to last November, but FBC has launched two nights between the sweeps periods.)

Dragged down by "Reckless Youth," ABC's Tuesday was its lowest overall this season.

"Reckless Youth" got creamed by CBS' "Nurses on the Line" (13.2/22) and by NBC's "The John Larroquette Show" (10.9/17) and "The Second Half" (10.6/17) —

WEEK'S TOP 20

1. 60 Minutes (CBS).....	21.4/32
2. Home Improvement (ABC).....	19.6/31
3. "Home Alone" (S) (NBC).....	19.1/36
4. Roseanne (ABC).....	18.1/28
5. "No Children Here" (ABC).....	17.8/26
6. "Bonanza: Return" (NBC).....	17.6/26
7. Murder, She Wrote (CBS).....	17.5/25
8. Murphy Brown (CBS).....	15.1/22
9. Grace Under Fire (ABC).....	15.0/24
10. Dr. Quinn (CBS).....	14.7/25
11. Monday Night Football (ABC).....	14.6/23
12. "Beyond Suspicion" (NBC).....	14.4/22
13. Northern Exposure (CBS).....	14.0/23
14. 20/20 (ABC).....	13.8/25
14. Full House (ABC).....	13.8/22
16. Dave's World (CBS).....	13.7/20
17. Fresh Prince (NBC).....	13.4/21
17. Love & War (CBS).....	13.4/20
19. Evening Shade (CBS).....	13.3/20
20. "Nurses on the Line" (CBS).....	13.2/22
20. "Indiana Jones" (R) (CBS).....	13.2/21
20. Rescue: 911 (CBS).....	13.2/21

WEEK'S BOTTOM 10

75. "Ninja Turtles II" (S) (FBC).....	6.0/10
76. America's Most Wntd. (FBC).....	5.7/9
77. In Living Color 1 (RS) (FBC).....	5.5/10
77. Getting By (NBC).....	5.5/9
79. Front Page (FBC).....	5.4/9
80. Missing Persons (ABC).....	5.2/10
80. Roc (FBC).....	5.2/8
82. In Living Color 2 (RS) (FBC).....	4.7/8
83. Sinbad Special (RS) (FBC).....	4.5/9
84. Bakersfield P.D. (FBC).....	3.7/8

which NBC canceled after the show achieved its best household performance since its premiere and its best young adult ratings.

CBS took Tuesday, Saturday and Sunday and tied NBC on Monday.

ABC won Wednesday despite its lowest ratings for "Thea" (9.3/16), "Joe's Life" (8.7/15) and "Grace Under Fire." ABC also won Friday with its lowest shares this season

for the 8-10 p.m. comedy block. Opposite ABC's sitcoms, the "Circus of the Stars" special (10.1/18) handed CBS its highest overall Friday 8-10 p.m. ratings and share this season, excluding sports programming.

From 9-11 p.m. Friday, NBC's debuting Larry Hagman starrer "Staying Afloat" (9.5/17) was the lowest-rated "Friday Mystery Movie" to date.

ABC hit a slightly sour note with its Saturday "American Music Awards 20th Anniversary Special," which had a 9.4/16 from 8-10 p.m.

On Sunday, ABC's "Lois & Clark: The New Adventures of Superman" (11.5/16) beat NBC's "seaQuest DSV" (10.6/15) for the third time in their past four head-to-head telecasts.

On Monday, "Fox Night at the Movies" telecast of theatrical "Beethoven" (10.6/16) got the movie block's second-highest numbers (behind only "Die Hard's" 10.7/18). FBC's repeat of "Beethoven" on Sunday at 7 p.m. pulled a 9.8/14, winning the 7-9 p.m. block among adults 18-34, teens and kids.

The news divisions had another hotly contested week. ABC's perennial frontrunner, "World News Tonight" (10.2/19), was only one-tenth of a ratings point ahead of "NBC Nightly News" (10.1/19) and "CBS Evening News" (10.1/19). □